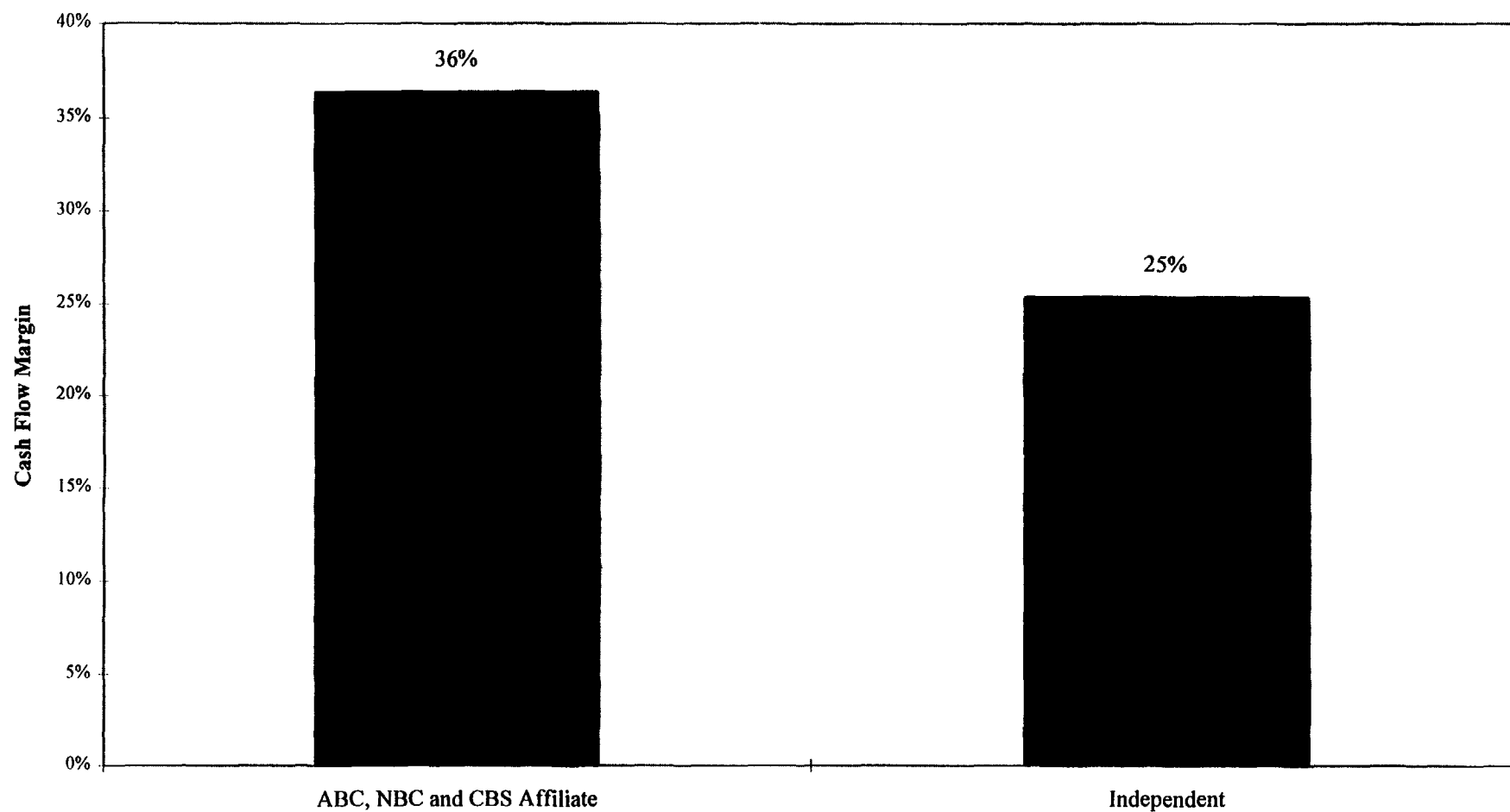


**1980 TELEVISION STATION CASH FLOW MARGINS
BY AFFILIATION**



Source: FCC, *Television Broadcast Financial Data-1980*, August 10, 1981,
Tables 4 & 5.

TABLE 9B

TABLE 10A

**MARKETS WITH INDEPENDENT STATIONS,
BUT FEWER THAN THREE TRADITIONAL NETWORK AFFILIATES
1995**

<u>DMA Number</u>	<u>Market Name</u>	<u>Traditional Network Affiliates</u>	<u>Fox Affiliate</u>	<u>Independents <1</u>
115	Monterey-Salinas, CA	2	1	1
127	Florence-Myrtle Beach, SC	2	1	2
154	Albany, GA	1	1	1
157	Quincy, IL - Hannibal, MO - Keokuk, IA	2	0	1
162	Clarksburg-Weston, W. VA	2	0	1
167	Elmira, NY	2	0	1
175	Marquette, MI	2	0	1
181	Meridian, MS	2	0	1
190	St. Joseph, MO	1	0	1
198	Laredo, TX	2	0	1
201	Lima, OH	1	0	1
205	Fairbanks, AK	2	1	1
Total	12			

Note: Traditional network affiliates are CBS, NBC and ABC.

The affiliate may be a low-power station.

Data exclude satellites to stations in the same market and nonoperating stations.

1> Telemundo and Univision affiliates are treated as independent stations.

Source: *Broadcasting & Cable Yearbook*, 1995, pp. C3 - C86 and C135 - C216.

Low Power: NAB, *Market-By-Market Review*, 1995.

TABLE 10B

**MARKETS WITH INDEPENDENT STATIONS, BUT NO FOX AFFILIATES
1995**

<u>DMA Number</u>	<u>Market Name</u>	<u>Traditional Network Affiliates</u>	<u>Fox Affiliate</u>	<u>Independents <1</u>
70	Green Bay-Appleton, WI	3	0	3
83	Huntsville-Decatur-Florence, AL	4	0	2
86	South Bend-Elkhart, IN	3	0	1
101	Lincoln-Hastings-Kearney Plus, NE	3	0	2
112	Santa Barbara-Santa Maria-San Luis Obispo, CA	3	0	1
113	Harlingen-Weslaco-Brownsville-McAllen, TX	3	0	2
124	Macon, GA	3	0	2
128	Corpus Christi, TX	3	0	1
129	Bakersfield, CA	3	0	1
133	Monroe, LA - El Dorado, AR	3	0	1
134	Duluth, MN - Superior, WI	3	0	1
145	Medford-Klamath Falls, OR	4	0	1
146	Rochester, MN - Mason City, IA - Austin, MN	3	0	1
149	Columbia-Jefferson City, MO	3	0	1
170	Billings, MT	3	0	1
Total	15			

Note: Traditional network affiliates are CBS, NBC and ABC.

The affiliate may be a low-power station.

Data exclude satellites to stations in the same market and nonoperating stations.

1> Telemundo and Univision affiliates are treated as independent stations.

Source: *Broadcasting & Cable Yearbook*, 1995, pp. C3 - C86 and C135 - C216.

Low Power: NAB, *Market-By-Market Review*, 1995.

TABLE 10C

**MARKETS WITH INDEPENDENT STATIONS,
BUT FEWER THAN THREE TRADITIONAL NETWORK AFFILIATES
1980**

<u>DMA Number</u>	<u>Market Name</u>	<u>Traditional Network Affiliates</u>	<u>Independents</u>
116	Lafayette, LA	2	1
163	Clarksburg-Weston, WV	2	1
Total	2		

Note: Traditional network affiliates are CBS, NBC and ABC.

Data exclude satellites to stations in the same market and nonoperating stations.

Source: *Broadcasting & Cable Yearbook*, 1981, pp. B1-B76 and B87-B141.

TABLE 11

**AUDIENCE SHARE OF INDEPENDENT STATIONS THAT AFFILIATED WITH THE FOX NETWORK
IN SELECTED MARKETS
1985 and 1994**

1994 DMA		Call Letters	Channel	Sign On - Sign Off Audience Share	
<u>Number</u>	<u>Market Name</u>			<u>1985</u>	<u>1994</u>
				-(Percent)-	
1	New York	WNYW	5	14	12
11	Houston	KRIV	26	9	12
21	Sacramento-Stockton	KTXL	40	9	12
31	Kansas City	KSHB	41	8	10 <1
41	New Orleans	WNOL	38	5	10
51	Birmingham	WTTT	21	9	10
61	Mobile-Pensacola	WPMI	15	7	9
71	Rochester	WUHF	31	8	12
81	Tucson	KMSB	11	4	11
91	Johnstown-Altoona	WWCP	8	noa	7
Average (excluding Johnstown)				8	11

noa-not on air.

1> Fox switched from KSHB (41) to WDAF (4) effective September 1994.
November 1993 KSHB share is shown in 1994 column.

Source:

1985 Shares: BIA, *Investing in Television*, 1986.

Call Letters, Channel, 1994 Shares: NAB, *Market-By-Market Review*, 1995.

TABLE 12A

**AUDIENCE SHARE COMPARISON BY AFFILIATION
IN SELECTED MARKETS
1994**

DMA Number	Market Name	Sign On-Sign Off Audience Share		
		Lowest-Share Traditional Network Affiliate	Fox Affiliate -(Percent)-	Highest Share Independent
1	New York	12	12	10
11	Houston	13	12	9
21	Sacramento-Stockton-Modesto	14	12	7
31	Kansas City	12	12	8
41	New Orleans	13	10	9
51	Birmingham	8	10	1
61	Mobile-Pensacola	19	9	3
71	Rochester, NY	19	12	--
81	Tucson (Nogales)	17	11	3
91	Johnstown-Altoona	6	7	--
101	Lincoln & Hastings-Kearny	5	--	0
111	Montgomery	10	9	1
121	Reno	18	11	0
	Average <1	14	11	5

-- = not applicable.

Note: Traditional networks are ABC, CBS and NBC.

1> Average of stations in markets with all three station types.

Source: NAB, *Market-by-Market Review*, 1995.

**AUDIENCE SHARE COMPARISON BY AFFILIATION
IN SELECTED MARKETS
1981**

TABLE 12B

1994 DMA Number	Market Name	Sign On-Sign Off Audience Share	
		Lowest-Share Traditional Network Affiliate	Highest Share Independent
		-(Percent)-	
1	New York	18	16
11	Houston	25	9
21	Sacramento-Stockton-Modesto	18	13
31	Kansas City	24	10
41	New Orleans	22	9
51	Birmingham	12	*
61	Mobile-Pensacola	21	*
71	Rochester, NY	19	10
81	Tucson (Nogales)	26	7
91	Johnstown-Altoona	11	*
101	Lincoln & Hastings-Kearny	12	*
111	Montgomery	11	*
121	Reno	21	*
	Average <1	22	11

Note: Traditional networks are ABC, CBS and NBC.
Independents do not include distant signals.

* - Stations appear in source only if they drew a household share of at least 3 percent.

1> Average of stations in markets with share shown for both station types.

Source:

Shares: *Advertising Age*, August 3, 1981, pp. S2 - S13.

DMA: NAB, *Market-by-Market Review*, 1995.

TABLE 13**COMPENSATION PAID TO AFFILIATES OF TRADITIONAL NETWORKS <1**

	<u>1980</u>	<u>1993</u>	<u>1993 <2</u> -(1980 \$)-	<u>Real</u> <u>Change</u> ((3)-(1))/(1) (4)
	(1)	(2)	(3)	(4)
Average Affiliate	\$589,091	\$610,484	\$354,427	-40%
Typical Affiliate <3	521,500	428,329	248,674	-52%

1> Traditional networks are ABC, CBS and NBC.

2> 1993 compensation is deflated using the GDP implicit deflator. [See the *Economic Report of the President*, February 1995, p. 278.]

3> The typical affiliate is defined as the median affiliate.

Source:

Col. (1): Average Affiliate: FCC, *Television Broadcast Financial Data - 1980*, August 10, 1981, Tables 2 and 4.

Col. (1): Typical Affiliate: NAB, *Television Financial Report*, 1981, Table 24.

Col. (2): NAB, *Television Financial Report*, 1994, Table 17.

TABLE 14

**AFFILIATES' NETWORK COMPENSATION AND PRE-TAX PROFITS
BY ADI GROUPING
1993**

ADI Grouping	Average Compensation Of Traditional Network Affiliates Per TV Household	Average Pre-Tax Profits Per TV Household	Average Number Of Independents Per Market <1	
	(1)	(2)	VHF (3)	All (4)
1-10	\$0.60	\$11.53	0.7	8.9
11-20	0.75	7.81	0.7	5.8
21-30	1.51	6.97	0.2	3.6
31-40	1.20	6.30	0.1	3.0
41-50	1.40	5.87	0.3	2.4
51-60	1.35	4.91	0.0	2.2
61-70	1.47	5.36	0.2	2.4
71-80	1.20	5.13	0.1	0.9
81-90	1.69	4.21	0.0	1.3
91-100	1.32	5.74	0.0	0.8
101-110	1.73	0.10	0.4	0.9
111-120	1.89	1.63	0.0	1.0
121-130	1.83	3.81	0.1	0.9
131-150	2.35	2.84	0.0	0.3
151-175	2.75	7.33	0.1	0.6
176+	4.41	6.97	0.0	0.3

Note: Traditional networks are ABC, CBS and NBC.

1> Data are for 1995. Fox is not included as an independent in average.

Source:

Cols. (1)-(2): NAB, *Television Financial Report*, 1994 and
Broadcasting & Cable Yearbook, 1994, pp. C203-C207.

Cols. (3)-(4): *Broadcasting & Cable Yearbook*, 1995, pp. C2-C86
and C135-C216.

TABLE 15**TRADITIONAL NETWORK AND AFFILIATE OPERATING PROFITS**

	<u>1980</u>	<u>1993</u>	1993 Relative To <u>1980</u> (2)/(1) (3) (times as large)
	(1)	(2)	
	---(\$ Million)---		
(1) Three Traditional Networks	\$326	\$467	1.4
(2) Owned & Operated Stations	209	841	4.0
(3) Total Traditional Networks (including Owned & Operated Stations) [(1)+(2)]	\$534	\$1,308	2.4
(4) Average Affiliate (including Owned & Operated Stations)	1.932	4.141	2.1
(5) Typical Affiliate <1	0.991	1.283	1.3

Note: Traditional networks are ABC, CBS and NBC.

1> The typical affiliate is defined as the median affiliate.

Source:

1980: Lines (1)-(2) & (4): FCC, *Television Broadcast Financial Data - 1980*, August 10, 1981, Table 3.

Line (5): NAB, *Television Financial Report*, 1981, Table 24.

1993: Lines (1)-(2): *Broadcasting & Cable*, May 16, 1994, p. 6.

Lines (4)-(5): NAB, *Television Financial Report*, 1994, Table 17.

TABLE 16

**TRADITIONAL NETWORK AFFILIATE <1
AVERAGE CLEARANCE RATES IN SELECTED DAYPARTS
1977 and 1994**

	<u>1977</u>	<u>1994</u>
Prime-Time	0.954	0.977
Nonprime-Time	0.868	0.897
All Dayparts	0.888	0.918

- 1> Traditional networks are ABC, CBS and NBC.
Data provided by the networks.

Source: 1977: FCC, Network Inquiry Special Staff, *Background Report, An Analysis of The Network-Affiliate Relationship in Television*, October 1980, p. 263, Table VI-2.
1994: Economists Inc., *An Economic Analysis of the Prime Time Access Rule*, March 7, 1995, p. 90, Table D-1.

PHILLIP A. BEUTEL

Received his B.S. degree *cum laude* from the University of Delaware and M.A. and Ph.D. degrees in Economics from Duke University. Prior to joining NERA, Dr. Beutel was an Assistant Professor of Economics at Miami University (Ohio), where he taught courses in microeconomic theory and antitrust and trade regulation.

While at NERA, Dr. Beutel has specialized in antitrust and trade regulation matters and economic damage calculation. He has prepared studies on the nature of product and geographic markets in connection with Sherman and Clayton Act litigation and has analyzed the competitive effects of mergers and acquisitions as well as pricing and other trade practices on industry structure and performance. These studies and analyses have been undertaken for a wide range of industries, including financial services, energy, electronic and print media and various consumer goods such as grocery and hardware products.

Dr. Beutel has also performed numerous analyses of damages in connection with patent infringement, antitrust and breach of contract disputes and has participated in a variety of projects involving securities litigation and business valuation. These studies have covered both consumer goods and industrial equipment suppliers.

Dr. Beutel's areas of specialization include industrial organization, antitrust economics, auction theory and econometrics. His publications include "Patent Damages: Rules on the Road to Economic Rationality," with R. Rapp in *Patent Litigation 1991 — Volume Two* of the Practising Law Institute's Course Handbook Series on Patents, Copyrights, Trademarks and Literary Property; "A Comment on Competition and Bidding Behavior: Some Evidence from the Rice Market," in *Economic Inquiry*; "City Objectives in Monopoly Franchising: The Case of Cable Television," in *Applied Economics*; and "Market Power and the Northwest-Republic Airline Merger: A Residual Demand Approach," in *Southern Economic Journal*. Dr. Beutel has also been a guest lecturer on antitrust economics at Fordham Law School and served as a referee for *Applied Economics* and the *Quarterly Review of Economics and Business*.

EDUCATION

DUKE UNIVERSITY,
Ph.D., Economics, 1986

Dissertation: "Cable Television Franchising: Modeling Bidding Behavior and Auction Resolution"

DUKE UNIVERSITY

M.A., Economics, 1983

UNIVERSITY OF DELAWARE

B.S. Cum Laude, Economics, 1981

EMPLOYMENT

1993-present NATIONAL ECONOMIC RESEARCH ASSOCIATES, INC.
 Senior Consultant.

1990-1992 Senior Analyst.

1986-1990 MIAMI UNIVERSITY (Oxford, Ohio)
 Assistant Professor. Studied the impact of alternate market structures on the efficient allocation of resources in the cable television, airline and rice milling industries. Prepared and presented lectures, prepared and graded papers and exams for: Introductory Microeconomics, MBA Microeconomic Theory, Intermediate Microeconomic Theory, and Government and Business (an undergraduate course on antitrust and regulation).

1984-1986 DUKE UNIVERSITY
 Instructor. Prepared and presented lectures, prepared and graded exams and papers for: Introductory Microeconomics, Introductory Macroeconomics and Economic Statistics.

1982-1983 Teaching Assistant. Conducted review sessions, graded papers and provided assistance for: Introductory Microeconomics, Introductory Macroeconomics and Industrial Organization.

1983-1984 Research Assistant. Designed, executed and interpreted PL-I, FORTRAN and SAS computer programs for a simulation study of the impact of effective patent life on the evolutionary market structure in the pharmaceutical industry.

TESTIMONY AND REPORTS

Expert Report prepared on behalf of counter-plaintiff in connection with *Tulsa Dental Products Limited Partnership v. Moyco Industries, Inc. and counterclaim Moyco Industries, Inc. v. Tulsa Dental Products, L.P. and Quality Dental Products, Inc.*, Case No. 94-C 66B, United States District Court for the Northern District of Oklahoma, May 31, 1995

"Regulating Television Station Acquisitions: An Economic Assessment of the Duopoly Rule," prepared for a coalition of broadcast television station owners in connection with the Federal Communication Commission's proposed rulemaking on television's multiple-ownership rules in local markets, May 17, 1995 (with S. Addanki, H. Kitt).

Economist's Report prepared on behalf of plaintiff in connection with *Concord EFS, Inc., et al. v. Deluxe Data Systems, Inc., et al.*, United States District Court, District of Maryland, Civ. No. WN-93-412, April 14, 1995.

"Economists' Report in connection with *Kansas City T.V. 62, L.P. v. Kansas City Baseball Corporation*," expert report submitted on behalf of defendant, United States District Court, District of Kansas, Civil Action No. 94-2245-KHV, October 17, 1994 (with L. Guth).

Expert reports and deposition testimony on behalf of co-defendants in connection with *Worrell Enterprises, Inc. d/b/a The Daily Progress v. Real Estate III, et al.*, U.S. District Court for the District of Virginia, Charlottesville Division, Civil Action No. 94-0001-C, August 31, September 14 and October 4, 1994, respectively.

"An Economic Analysis of the Relevant Advertising Market(s) within which to Assess the Likely Competitive Effects of the Proposed Time Brokerage Arrangement between WUAB Channel 43 and WOIO Channel 19," submitted to the Department of Justice, Antitrust Division, July 15, 1994 (with H. Kitt).

Affidavit and deposition testimony prepared on behalf of plaintiff in connection with *Concord EFS, Inc., et al. v. Deluxe Data Systems, Inc., et al.*, United States District Court of New Jersey, Civ. No. 93-2798 (JCL), September 2 and September 29-30, 1994, respectively.

"Evaluation of Economic Issues in Connection with USPS Proposed Regulation," May 1991 (with S. Schwartz).

Trial Testimony in *Dover Downs, Inc. v. ESPN, Inc.*, C.A. No. 11830, The Court of Chancery of the State of Delaware, Wilmington, Delaware, March 13, 1991.

PAPERS AND PUBLICATIONS

"A Note on Price-Cost Tests for Predation: How Do Start-Up Ventures Affect the Price-Cost Test?" *NERA Working Paper #29*, September 1994.

"Market Power and the Northwest-Republic Airline Merger: A Residual Demand Approach," *Southern Economic Journal*, with Mark E. McBride, 58(3), January 1992, pp. 709-720.

"Patent Damages: Rules on the Road to Economic Rationality," with Richard T. Rapp, in *Patent Litigation 1991 — Volume Two*; Practising Law Institute; Patents, Copyrights, Trademarks, and Literary Property: Course Handbook Series Number 321, October 1991, pp. 337-366.

"A Comment on Competition and Bidding Behavior: Some Evidence from the Rice Market," *Economic Inquiry*, 29(2), April 1991, pp. 389-393.

"City Objectives in Monopoly Franchising: The Case of Cable Television," *Applied Economics*, 22(9), September 1990, pp. 1237-1247.

"Factors Affecting Franchise Awards: An Empirical Study," *Cable T.V. and New Media: Law & Finance*, 7(4), June 1989, pp. 1, 4-5.

PROFESSIONAL ACTIVITIES

American Economic Association
American Bar Association (Associate Member)

PRESENTATIONS

"`Rules of the Road' in Calculating and Proving Commercial Damages," before a continuing legal education seminar, *Keys to Winning a Commercial Trial*, hosted by the Pennsylvania Bar Institute, Pittsburgh, Pennsylvania, August 19, 1994 and Philadelphia, Pennsylvania, August 25, 1994.

"City Objectives in Monopoly Franchising: The Case of Cable Television," Western Economic Association Meetings, Lake Tahoe, Nevada, June 1989.

"Cable Television Merger Trends and Policy Implications," Southern Economic Association Meetings, San Antonio, Texas, November 1988.

June 1995

HOWARD P. KITT

SENIOR VICE PRESIDENT

BUSINESS ADDRESS

National Economic Research Associates, Inc.
50 Main Street
White Plains, New York 10606
(914) 448-4000

Received his B.A. degree in Economics from Hofstra University and completed all course and examination requirements for the doctorate in economics at Columbia University. Prior to joining NERA, he taught industrial organization and intermediate price theory at Hofstra University and served as consultant to the Manhasset Public School System.

Mr. Kitt specializes in antitrust and trade regulation matters. He has prepared studies on the nature of product and geographic markets and their relevance to Sherman and Clayton Act litigation and has analyzed the competitive impact of mergers and acquisitions, as well as pricing and other trade practices, on industry structure and performance. These studies and analyses have been undertaken for a wide range of consumer goods and industrial equipment suppliers. He has testified before the International Trade Commission on the domestic impact of less-than-fair-value sales by foreign producers.

He has also undertaken economic damage calculations in antitrust and trade regulation proceedings, contract and asset valuation disputes, and in patent and other intellectual property matters.

Mr. Kitt has performed analyses of media diversity and competition in television station license renewal proceedings and newspaper, radio and cable television antitrust litigation and has analyzed the impact of copyright and other forms of regulation on broadcasters and programming suppliers.

He has evaluated the competitive impact of various kinds of vertical restrictions, including territorial exclusivity and exclusive dealing, in connection with dealer termination and related litigation. He has also collaborated on the presentation of testimony before the Interstate Commerce Commission on the criteria to be used in determining transportation market dominance.

He is Economics Editor of *The Antitrust Bulletin* and Co-chair of the Associate Members Committee of the American Bar Association's Section on Antitrust.

EDUCATION

COLUMBIA UNIVERSITY, NEW YORK, NEW YORK

Completed all Doctoral course and examination requirements, 1966-68

Honors: New York State Regents Fellowship: 1966-68

Columbia University Research Assistantship: 1966-68

HOFSTRA UNIVERSITY, HEMPSTEAD, NEW YORK

B.A., cum laude, Economics, 1966

EMPLOYMENT

1970-Present NATIONAL ECONOMIC RESEARCH ASSOCIATES, INC.
Senior Vice President. Specialization in antitrust and trade regulation economics; economic damages analysis.

1968-1970 HOFSTRA UNIVERSITY
Economics Instructor. Taught Intermediate Price Theory and Industrial Organization.

1968-1970 MANHASSET PUBLIC SCHOOL SYSTEM
Economic Consultant.

PROFESSIONAL ACTIVITIES

Co-chair: Associate Members Committee, American Bar Association, Section on Antitrust

Member: American Economic Association

Member: Economic History Association

Past Member: New York City Bar Association Committee on Antitrust

Past Member: Long Island Council on Economic Education

Economics Editor, *The Antitrust Bulletin*

TESTIMONY AND CONSULTING REPORTS

Linda Lavin v. Clifford Niven, Index No. 61465/90, 1991 (testimony on behalf of Linda Lavin).

GTE Products Corporation, et al. v. Kennametal, Inc., Civil Action No. 85-0483-R, 1991 (testimony on behalf of GTE Products Corporation).

J. F. Feeser, Inc., and Juniata Foods, Inc. v. Serv-A-Portion, Inc., Hunt-Wesson Foods, Inc., and Weis Markets, Inc., Civil Action No. CV-85-0684, 1989 (affidavit on behalf of Serv-A-Portion).

Henderson Broadcasting Corporation v. Houston Sports Association, Inc., et al., Civil Action No. H-81-558, 1986 (affidavit on behalf of Houston Sports Association, Inc.).

Pabst Brewing Co., Inc. v. G. Heileman Brewing Co., Inc., et al., Civil Action No. 82-440, 1982 (affidavit on behalf of G. Heileman Brewing Co., Inc.).

Buffalo Broadcasting Co., Inc., et al. v. ASCAP, et al. and BMI, Inc., et al. 78 Civ. 5670 (LPG), 1981 on behalf of Buffalo Broadcasting Co., Inc., et al.).

Flintkote Co. v. Genstar Limited, et al., No. C78-2367 CFP, 1979 (affidavit on behalf of Flintkote Co.).

Clear Polymethyl Methacrylate of Pellet, Powder Flake, Granular or Similar Form [AA1921-1531], before the International Trade Commission, 1976 (on behalf of Mitsubishi Rayon Co. and Asahi Chemical Industry Co., Ltd.).

Interstate Commerce Commission Ex Parte No. 320, 1976, in collaboration with I. M. Stelzer (on behalf of several electric utilities).

Purex Corp. v. Procter & Gamble Co. and Clorox Co., Civil Action No. 67-1546-WPG, 1975 (on behalf of Purex Co.).

Application of the New Economic Policy to the Electric Utility Industry, October 1971.

PUBLICATIONS

Panel discussion on interfirm relationships, "The Cutting Edge of Antitrust: Lessons from Deregulation," a conference sponsored by the Section of Antitrust Law, American Bar Association, *Antitrust Law Journal*, Vol. 57, Issue 3, 1988.

"Is Structure All?," *Antitrust Law Journal*, Vol 53, Issue 1, Part II, 1984 (with G. Alpert).

"The Participation of Electric Utility Companies in the Solar Energy Industry," *The Solar Market: Proceedings of the Symposium in Competition in the Solar Energy Industry*, Federal Trade Commission, 1978 (with I. M. Stelzer and C. H. Frazier).

SPEECHES

"Economic Damages in Secondary Line Robinson-Patman Cases," Co-sponsored by the Robinson-Patman Act Committee and the Corporate Counseling Committee of the American Bar Association Section on Antitrust Law, April 6, 1994.

"Economic Damages in Robinson-Patman Act Litigation," Co-sponsored by the Robinson-Patman Act Committee and the Corporate Counseling Committee of the American Bar Association Section on Antitrust Law, August 10, 1993.

"Relevant Market Analysis: The Role of the Economic Consultant," Panel Discussion, Co-sponsored by The Sherman Act Section 2 Committee and the Civil Practice Committee of the American Bar Association Section on Antitrust Law, March 22, 1990.

"The Economic Rationale for Contracts: A Theory and Some Implications," before the Practicing Law Institute Seminar on Distribution and Marketing, January 25, 1990.

"Merger, Markets and Joint Ventures: Relevant Geographic Market Definition--The Use of Survey Data," before the Practicing Law Institute's 29th Annual Advanced Antitrust Seminar, November 30, 1989.

"The Economic Rationale for Contracts: A Theory and Some Implications," before the Practicing Law Institute Seminar on Distribution and Marketing, January 21, 1988.

"Mergers, Markets and Joint Ventures: Aspects of Relevant Market Analysis--The Product Dimension," before the Practicing Law Institute's 27th Annual Advanced Antitrust Seminar on Mergers, Markets and Joint Ventures, December 3, 1987.

"Parallel Action: Conspiracy or Predictable Independent Market Behavior," Panel Discussion on Conspiracy Issues, The Conference Board's 23rd one-day conference entitled, "Antitrust Issues in Today's Economy," March 31, 1984.

"The Economics of Merger Analysis," Panel Discussion on Merger Issues, The Conference Board's 22nd one-day conference entitled, "Antitrust Issues in Today's Economy," March 3, 1983.

"Economics and Economists in Antitrust Proceedings," before the European Law Review's International Law Conference, September 14, 1982.

"U.S. Antitrust Policy: Horizontal Agreements," before the European Law Review's International Law Conference, September 13, 1982.

"Pricing: Should the Areeda-Turner Standard Be Conclusive--An Economist's View," Panel Discussion on Monopolization Issues, New York State Bar Association's Antitrust Law Section Annual Meeting, January 27, 1982.

"Dual Distribution in the Brewing Industry: A Hypothetical Case Study," before the American Law Institute/American Bar Association Course of Study, "The Economics of Antitrust," February 29, 1980.

"Breakaway Franchisees: An Economist's Perspective," before the Fifth Annual Forum of the Forum Committee on Franchising, November 5, 1982.

"The Role of the Economic Expert in Rule of Reason Antitrust Cases Involving Vertical Arrangements," before the Federal Bar Association/Bureau of National Affairs Antitrust Law Briefing Conference entitled, "The Supreme Court and Antitrust Revisionism," November 2, 1977.

"Shortages: Joint Activity As a Possible Solution," before the American Marketing Association Conference on Advertising in an Economy of Selective Scarcity and Inflation, May 23, 1974.

October 1995

STATEMENT OF QUALIFICATIONS OF LINDA McLAUGHLIN

Linda McLaughlin is an economist and Vice President at National Economic Research Associates, Inc. (NERA), a firm of consulting economists.

She received a Bachelor of Science degree in Mathematics, *cum laude*, from Marquette University in 1968 and a Master's degree in Economics from the University of Pennsylvania in 1970. While studying at the University of Pennsylvania, she completed all Doctoral course requirements and written examinations and was awarded a teaching assistantship for the 1969-1970 academic year.

From 1970 to 1974 she was employed as an Instructor in Economics at Hofstra University where she taught courses in introductory economics, microeconomic theory and the application of mathematics to economics.

Since joining NERA in 1974, she has worked extensively on antitrust and trade regulation matters. She has investigated the dimensions of product and geographic markets, market structure and performance, the impact on competition of various mergers and acquisitions, vertical and horizontal arrangements and other trade practices in a variety of consumer and producer industries.

Ms. McLaughlin has performed a number of economic analyses of electronic and print media. With respect to television, she has analyzed several program and music performance rights markets and various competition issues affecting cable television. In the regulatory area, Ms. McLaughlin has evaluated existing and proposed FCC rules concerning ownership of television stations in adjacent markets, broadcast network financial interest and syndication, and cable rate regulation. She has analyzed the competitive effects of changes in newspaper and magazine distribution and performed newspaper costing studies in connection with allegations of predatory pricing, discriminatory rates and damages. Further, she has investigated questions of advertising competition, media diversity and concentration.

In the area of insurance, she has analyzed proposed changes in the antitrust exemption, the so-called crises in liability and auto insurance, the effect of various regulatory mechanisms and the impact of changes in distribution.

In addition, Ms. McLaughlin has worked extensively in the area of impact and damages in connection with antitrust, contract, environmental and other litigation. She has prepared affirmative damage estimates on behalf of both plaintiffs and defendants, as well as analyses of damage studies performed by others. The firms involved in these analyses include manufacturers of photo